

London 2012 to be broadcast in 3D

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A handout image obtained from the London 2012 organising committee (LOCOG) shows the London 2012 Olympic medals. The London 2012 Olympics will be the first to be broadcast live in 3D, Japanese electronics giant Panasonic announced on Wednesday.

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Viewers around the world will be able to watch major events such as the opening and closing ceremonies, athletics and swimming in 3D, said Panasonic, the official provider of broadcasting equipment to the Games.

More than 200 hours of sports will be transmitted using cutting-edge Panasonic technology during the two-week sporting extravaganza which begins on July 27 next year.

"There is no doubt that the [Olympic Games](#) will provide some of the best content for the 3D market in the future," said Panasonic managing executive officer Takumi Kajisha in a statement.

"3D TV will drastically change the way we experience this great sporting event in our living rooms."

[Panasonic](#) said it reached agreement with the International Olympic Committee and Olympic Broadcasting Services (OBS) to make 3D broadcasting possible.

"We believe this production of the first live 3D Olympic Games will make the London 2012 Olympic Games one of the most significant in the history of broadcasting technology," said OBS managing director Manolo Romero.

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